Literature for KOMC14, Strategic Communication: Public Relations and Strategic Communication in New Media - Perspectives, Practice and Methods applies from autumn semester 2017

Literature established by the board of the Department of Strategic communication on 2017-06-08 to apply from 2017-06-12

Module 1: Contemporary Public Relations, 7,5 credits


Total number of pages for module 1: approx. 1110 pages.

Module 2: Strategic Communication and Digital Media - Culture and Society, 7,5 credits


Articles on digital media and strategic communication (approx. 300 pages).

Total number of pages for module 2: approx. 1396

Module 3: Introduction to Research Methods and Academic Writing, 15 credits

Part 1: Philosophy of science and research methods


Available as e-book.


Total number of pages part 1: 895

Part 2: Academic paper in strategic communication

Björklund, Maria & Paulsson, Ulf *Academic papers and theses: to write and present and to act as an opponent.* Lund: Studentlitteratur. [ISBN 9789144093765, 152 pages]

In addition articles are included in the course literature. The articles are used as examples of academic writing and to pinpoint certain aspects of the research process. In total about 150 pages

In addition to literature above the student is expected to independently search and use scientific literature comprising 750 pages related to the chosen subject of the academic paper. The choice of literature is discussed with the supervisor.

Total number of pages part 2: 874

Total number of pages for module 3: approx. 1769.

Total number of pages for KOMC14: approx. 4275